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August 25, 1994

TO: ALL NESA REGIONAL MANAGERS

RE: CIGARETTE OUTLET BRAND IMPACT PROGRAM TEST

Please note the enclosure pertaining to the Cigarette Outlet Brand Impact Program. As we currently have a Merchandising Plan specific to the Cigarette Outlet trade segment, the Brand Impact Program (PIB) has been approved for a pilot test in 8 Cigarette Outlets, each within your respective regions. As competitive activity remains the norm in Cigarette Outlets, the intention of the BIP is to bolster RJR merchandising and POS presence in those outlets that are currently participating in an RJR merchandising agreement. (BIP is not a stand-alone contract, but is a supplement to the current CO plan rate of $325/mo.) This may be accomplished through a variety of different methods dependent on the type of Cigarette Outlet chosen as a plan target.

As many of the menu items for this program are "development" items that are not in our current POS arsenal, we respectfully request your assistance in providing feedback to us via Exhibit 1 (located on the last page of this mailing). Based on field input, we will route your requests to Ken Hedrick for the manufacture of your selected items. All input will be pre-approved by the NESA Director/AVP prior to the manufacturing phase.

Many of the major items (i.e., awning, large billboard) are very expensive to produce and will require your scrutiny in application. Although we do not wish to discourage usage of any pieces that provide RJR a distinct advantage, we request your proofing of input for Cost/Benefit relationship.

We realize that this is a large amount of material to disseminate and encourage your discussion with either Jim Powers or myself, if additional information or clarification should become necessary. Please route all Exhibit 1 spreadsheets to my attention at your earliest convenience, but no later than September 23, 1994.

Thanks you for your cooperation.

Mike

M. L. Buckler

m-cobipt.doc
Attachment
cc: G. T. Baroody
E. M. McAtee
J. E. Powers
K. B. Hedrick

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Source: https://www.industrydocuments.ucsf.edu/docs/pybp0000